

**THE EFFECTIVENESS OF MARKETING
COMMUNICATION TOOLS USED BY ADABI
CONSUMER INDUSTRIES SDN BHD RAWANG
IN CREATING BRAND EQUITY**

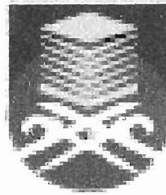
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Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2006

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

"DECLARATION OF ORIGINAL WORK"

I, Norhaslia Bt Hassan, (I.C Number: 840905-14-5696)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Norhaslia Bt Hassan

Date: 4 / 12 / 06

LETTER OF SUBMISSION

30th November 2006

The Head of Program
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Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER (MKT660)

Attached is the project paper titled "THE EFFECTIVENESS OF MARKETING COMMUNICATION TOOLS USED BY ADABI CONSUMER INDUSTRIES SDN BHD IN CREATING BRAND EQUITY" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Your kindness to accept this project paper is very much appreciated.

Thank You

Yours sincerely



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ABSTRACT

A brand with strong brand equity is a very valuable asset. Measuring the actual equity of a brand name is difficult. The consumers who trust and display loyalty toward a brand are willing to try to adopt brand extension. Thus, this study is undertaken to examine what are the pertinent factors that lead to the existing problem. It focuses on the effectiveness of marketing communication tools that were used by Adabi Consumer Industries Sdn Bhd in creating brand equity among their customers. The data for this study is sourced from questionnaires distributed to 80 respondents which were taken randomly in Rawang. A set of questionnaires is designed according to research objectives of this study and consists of 61 items. There are two types of assisted questionnaires designed, which are multiple choices questions and scaling. All data were analyzed using frequency analysis and cross tabulation. The results indicated that the most effective marketing communication tools that can be utilized by Adabi is advertisement in order to increase customer awareness, perceived high quality and creating the customer loyalty. Several recommendations were suggested in terms of the marketing communication tools that can be practiced by Adabi.